

## ABSTRACT

A product labelling apparatus has a plurality of labellers, an imager for imaging products; and a processor responsive to an output of the imager and operatively connected to a control input of each of the labellers. The processor processes an image received from the imager to identify a portion of a product which portion will pass a target area of a given labeller. The processor then tracks progress of that portion of the product and controls an appropriate one of the labellers to label the portion of the product when that portion of the product is at the target area of the given labeller.